

Top Tips for Recording a Campaign Video

1. Short & sweet – up to 30 seconds.
2. Film in landscape, it will look better across all formats
3. Keep it steady - We're not going for the 'reporter in a warzone' effect so prop your phone up against some books or whatever you have to hand, a tripod would be ideal but appreciate not everyone has these things
4. Lighting - backlighting yourself isn't helpful, you want to have the window behind the camera, so you're well-lit not throwing a shadow across you like a Sith lord.
5. What's in the background - Find a piece of clear wall space, if you have a particularly jazzy interior design style is that going to impact what you look like on screen? During lockdown, eagle eyed viewers have been picking apart MPs bookshelves as they get interviewed from home, so think carefully about your placement.
6. Sound - when you've found a position you're happy with visually, try a dummy run and record yourself talking. When you play it back are you able to hear yourself clearly? You may need to slow down and talk as though you're addressing a room of people. Nice and clear but not shouting.
7. Start & End - Don't worry if your video isn't perfectly edited, that's what we're going to do! Set the recording, get in position take a deep breath and start. Same with the end, finish what you're saying and leave it a couple of seconds before moving to turn the video off... we can clip these down.